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**Subject: Goals and Objectives**

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Effective Date: October 1, 2007

Revised from: October 1, 2006

**Policy:** The SA (SA) will set yearly goals and objectives for state operations which may include goals for nutrition services, vendor management, and administrative issues.

**Reference:** Annual WIC State Plan Guidance

**Procedure:** The following are the goals and objectives for FFY08.

**GOAL 1:** To replace the method for allocating NSA funds to Local Agencies.

**Objective:** To implement a Local Agency funding formula that is responsive to individual agency differences such as travel, salaries, and size.

**Background:** Applying the Relative Need Funding Formula The total sum of all LA assigned participation is used as the denominator and individual LA assigned participation is used as the numerator to develop a percentage for each LA. The resulting factor is then multiplied by 80% of the total amount of available administrative funds to determine the amount of administrative funds each LA receives for the participation they are assigned.

The total state sum of the average incidence of low birth weight babies over a 5-year period is used as the denominator and the individual LA average incidence of low birth weight babies over a five-year period is used as the numerator to develop a percentage for each LA. The resulting factor is multiplied by 15% of the total amount of available administrative funds to determine the amount of administrative funds each LA receives based on the incidence of low birth weight babies in their geographic service area.

The total state sum of the incidence of infant mortality over a 5-year period is used as the denominator and the individual LA incidence of infant mortality over a five-year period is used as the numerator to develop a percentage for each LA. The resulting factor is multiplied by 5% of the total amount of available administrative funds to determine the amount of administrative funds each LA receives based on incidence of infant mortality in their geographic service area.

**Plan:**

1. Review various formulas being used by other States.
2. Study the various issues relating to funding, such as travel distances, salary levels, use of vehicles, caseload, overhead and indirect costs.
3. Develop a draft funding formula for review and comment by LA's.
4. Implement a new funding formula by October 1, 2007.

**Evaluation:**

1. A new funding formula will be developed by October 1, 2006 for implementation for October 1, 2007.
2. A survey has been developed and will be distributed to the Local Agencies to gather information for the new funding method.
3. The new funding formula will allow the SA to allocate funds to the LA's taking into account more variables that will allow for more efficient allocation.

**Status:** Several State's methods have been reviewed and at this time the method the Kansas WIC Program is proposing to implement is a banded average cost per participant funding formula. The funding formula that is being proposed is based on economies of scale, which gives a higher allocation per participant as the size of the Local Agency gets smaller in size of caseload.

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**GOAL 2:** To improve training materials provided to the Local Agency (LA) staff in vendor management.

**Objective:** Review and redesign training information.

**Plan:**

1. Update training materials for LA's to use for new staff and/or in the retraining of existing staff.
2. Conduct a pilot training session for any LA vendor contact staff.
3. Provide LA vendor contact staff access to the Local Vendor Management training database with updated training materials.
5. Provide opportunities for feedback from LA vendor contact staff.

**Evaluation:**

1. LA vendor contact staff will improve documenting general compliance issues with WIC vendors and clients.
2. LA vendor contact staff will improve in the training and monitoring of vendors.

**Status:** The KWIC computer training modules have been updated as of July 1, 2007.

**GOAL 3:** To increase the incidence and duration of breastfeeding, among WIC participants, and greater acceptance and understanding of breastfeeding among health care professionals. (Ongoing goal)

**Objective:** Based on the 2005 National Immunization Survey and the 2005 CDC Pediatric Nutrition Surveillance System (PedNSS) data:

1. To increase the rate of breastfeeding among participants at initiation to 75%. (Currently at 74.1% - National immunization survey; 64.5% CDC PedNSS)
2. To increase the rate of those still breastfeeding at the end of 6 months to 40%. (Currently at 39.9% - National immunization survey; 22.5% CDC PedNSS)
3. To increase the rate of breastfeeding among participants at the end of 12 months to 25%. (Currently at 18.1% - National immunization survey; 12.8% CDC PedNSS)

The objectives were set based on the Healthy People 2010 objectives Volume II. Since this is an ongoing goal, Kansas's aim is to meet these objectives by 2010 for the WIC population.

**Background:** The baseline data were 37.3% initiation and 3.9% at the end of six months in 1989. Ongoing initiatives by WIC staff to promote and support breastfeeding dyads have been successful but will require diligence to improve these rates. Two more communities were successful in initiating breastfeeding coalitions and others are in planning stages. Through the efforts of the State Breastfeeding Task Force, a variety of educational and support materials were designed and distributed to WIC agencies. In April 2006 Kansas passed a law protecting the rights of breastfeeding women.

**Plan:**

1. Provide technical assistance to LA regarding the development and implementation of their breast-feeding action plans. The focus of the 2008 breastfeeding action plan is to increase breastfeeding friendliness of WIC clinics and communities and improve staff competencies in breastfeeding support.
2. Continue working with the American Academy of Pediatrics, Kansas Breastfeeding Coordinator to broaden the breastfeeding message and efforts in Kansas.
3. Continue the coordination of World Breastfeeding Week (WBW) in August 2008. This will again include a packet to all local agencies with ideas to help with the promotion of WBW.
4. Local breastfeeding task forces will continue to be coordinated and networked.
5. Continue the support of the Breastfeeding Peer Counselor Program by supporting the present Breastfeeding Peer Counselor Programs and train staff in additional local agencies.

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6. Continue the efforts of the Breastfeeding Task Force, whose members represent personnel from across the state to brainstorm on ways to increase breastfeeding duration among WIC participants. This group continues to identify strategies for future implementation.

**Evaluation:** The breastfeeding data for Kansas from the 2006 annual CDC Pediatric Nutrition Surveillance System Report, the National Immunization Survey, and the CDC Breastfeeding Report Card will be evaluated and compared to previous data. Breastfeeding data from the KWIC system will also be evaluated.

**GOAL 4:** Collaborate with the other USDA nutrition programs in Kansas to educate individuals, families and communities about healthy dietary patterns and regular physical activity, based on the Dietary Guidelines for Americans through the State Nutrition Action Plan (SNAP) (ongoing goal).

**Objectives:** By June 2008 implement a community wide event to increase physical activity, healthy eating patterns and the consumption of fruits and vegetables.

**Background:** In February of 2003, staff from Kansas USDA Nutrition Programs met at a conference in Washington, DC. During that meeting, an action plan was developed to organize a pilot community wide nutrition and physical activity event, and gather information about what other states are doing. The Kansas Nutrition Network (KNN) was asked to be the lead. The community of Great Bend, Kansas was selected as the target for this initial intervention. Successful community events have been held since March 2004 involving several community organizations including the WIC Program. In March 2006, State WIC staff prepared an implementation manual which may be used by other communities to replicate or adapt the community events. Nutrition education materials, developed as a part of the Sunflower funded study, were included in the community events as part of the KNN action plan.

**Plan:** Identify additional communities, notify and solicit a buy-in of community partners, and coordinate in planning a nutrition and physical activity event for 2008 in conjunction with KNN and its partners.

**Evaluation:**

1. Complete the community wide event by June 2008 with input from local WIC staff.
2. Disseminate relevant nutrition education materials and provide technical assistance as needed to local WIC staff in the communities selected.

**GOAL 5:** Improve the quality of nutrition education provided to Kansas WIC participants that supports behavior change. (Ongoing goal)

**Objectives:** By June 2008, enhance the quality of nutrition education provided by local agency staff to Kansas WIC participants using techniques that support client behavior change.

**Background:** Revitalizing quality nutrition education has been a long-held goal of the WIC program at both the Federal and State level. In the past few years, several new educational techniques have proven to lead to behavior change when used with WIC clients. These include techniques such as motivational interviewing, facilitated discussion, stages of change, health behavior model, use of computers, and others. Local Agency staff trained on the use of new educational methods and a guide was provided to all participants at the annual WIC technical meeting in 2005. In 2006, Local Agency staff received training on using the stages of change to increase fruit and vegetable consumption and materials from Iowa were adapted for use with Kansas WIC clinics.

In 2006, the Nutrition Education Committee was reconvened and provides input on nutrition education materials and techniques. A list of priorities for nutrition education materials and training were developed with this committee and will be worked on in

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upcoming years. In 2007, State Agency staff convened a group to develop a comprehensive training program for current and new staff which incorporates the concepts of VENA.

- Plan:**
1. Continue soliciting input from the Nutrition Education Committee on what nutrition education techniques and materials would best work in Kansas WIC clinics.
  2. Develop a series of training modules for local agency staff on counseling techniques, as deemed appropriate by the Nutrition Education Committee and the VENA Staff Competencies/Training Group.
  3. Continue review of current nutrition education materials based upon the Nutrition Education Committee's recommendations and develop a plan for the revision and/or development of new nutrition materials to support counseling techniques.
- Evaluation:**
1. Development of training modules on counseling techniques by June 2008.
  2. Completion of the plan to revise or develop individual nutrition education materials by June 2008.
- GOAL 6:** Review and approve the revised documentation for the KWIC system.
- Objectives:** By June 1, 2008, complete the review of all documentation submitted by Starling Systems.
- Background:** Kansas is working with the Starling Systems of Olympia, WA to receive and approve the updated documentation of the KWIC System. The updated documentation will include the documentation for all of the changes and improvements of the KWIC system.
- Plan:**
1. Meet with Starling to discuss issues relating to the system documentation.
  2. Review and approve deliverables provided by Starling.
- Evaluation:**
1. Effectiveness of documentation will be reviewed by IT staff for usability and completeness.